



MARKETING RESOURCE GROUP  
ADVERTISING ORDER

Agency / Billing Address  
Marketing Resource Group, Inc.  
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Advertiser: Michigan Republican Party  
Job Number: 12-MRS-974  
Flight Dates: 11/11/12 - 11/19/12

| HDG3 Issue             |         |         |             |         |                  |                |                       |             |                   |                      |
|------------------------|---------|---------|-------------|---------|------------------|----------------|-----------------------|-------------|-------------------|----------------------|
| DMA                    | Station | Network | Affiliation | Days    | Daypart<br>Start | Daypart<br>End | Program Name          | Rate :30    | Spots<br>per Week | Rate Type/Class      |
| Grand Rapids-Kalamazoo | WOOD    | NBC     | NBC         | MON-FRI | 6:00 AM          | 7:00 AM        | NEWS 8 DAYBREAK II    | \$ 2,250.00 |                   | ISSUE, UPDATED 10/24 |
| Grand Rapids-Kalamazoo | WOOD    | NBC     | NBC         | MON-FRI | 7:00 AM          | 9:00 AM        | TODAY SHOW            | \$ 3,500.00 |                   | ISSUE, UPDATED 10/24 |
| Grand Rapids-Kalamazoo | WOOD    | NBC     | NBC         | SAT     | 8:00 AM          | 10:00 AM       | SATURDAY TODAY        | \$ 2,500.00 |                   | ISSUE, UPDATED 10/24 |
| Grand Rapids-Kalamazoo | WOOD    | NBC     | NBC         | SAT     | 3:30 PM          | 7:00 PM        | ND FOOTBALL           | \$ 450.00   |                   | ISSUE, UPDATED 10/24 |
| Grand Rapids-Kalamazoo | WOOD    | NBC     | NBC         | SUN     | 6:00 AM          | 7:00 AM        | NEWS 8 SUNDAY MORNING | \$ 1,200.00 |                   | ISSUE, UPDATED 10/24 |
| Grand Rapids-Kalamazoo | WOOD    | NBC     | NBC         | SUN     | 8:00 AM          | 9:00 AM        | SUNDAY TODAY          | \$ 4,000.00 |                   | ISSUE, UPDATED 10/24 |
| WOOD Total             |         |         |             |         |                  |                |                       |             | 4                 | \$ 8,150.00          |
| November 1 - 4         |         |         |             |         |                  |                |                       |             |                   |                      |
|                        |         |         |             |         |                  |                |                       | Total Gross | Spots per Week    | Cost per             |
|                        |         |         |             |         |                  |                |                       |             | 1                 | \$ 2,250.00          |
|                        |         |         |             |         |                  |                |                       |             | 1                 | \$ 3,500.00          |
|                        |         |         |             |         |                  |                |                       |             | 1                 | \$ 450.00            |
|                        |         |         |             |         |                  |                |                       |             | 1                 | \$ 1,200.00          |
|                        |         |         |             |         |                  |                |                       |             | 1                 | \$ 4,000.00          |
|                        |         |         |             |         |                  |                |                       |             | 4                 | \$ 8,150.00          |
| November 5             |         |         |             |         |                  |                |                       |             |                   |                      |
|                        |         |         |             |         |                  |                |                       | Total Gross | Spots per Week    | Cost per             |
|                        |         |         |             |         |                  |                |                       |             | 1                 | \$ 2,250.00          |
|                        |         |         |             |         |                  |                |                       |             | 1                 | \$ 3,500.00          |
|                        |         |         |             |         |                  |                |                       |             | 1                 | \$ 450.00            |
|                        |         |         |             |         |                  |                |                       |             | 1                 | \$ 1,200.00          |
|                        |         |         |             |         |                  |                |                       |             | 1                 | \$ 4,000.00          |
|                        |         |         |             |         |                  |                |                       |             | 2                 | \$ 5,750.00          |
| November 6             |         |         |             |         |                  |                |                       |             |                   |                      |
|                        |         |         |             |         |                  |                |                       | Total Gross | Spots per Week    | Cost per             |
|                        |         |         |             |         |                  |                |                       |             | 1                 | \$ 2,250.00          |
|                        |         |         |             |         |                  |                |                       |             | 1                 | \$ 3,500.00          |
|                        |         |         |             |         |                  |                |                       |             | 1                 | \$ 450.00            |
|                        |         |         |             |         |                  |                |                       |             | 1                 | \$ 1,200.00          |
|                        |         |         |             |         |                  |                |                       |             | 1                 | \$ 4,000.00          |
|                        |         |         |             |         |                  |                |                       |             | 6                 | \$ 13,900.00         |

NET TOTAL COST \$ 11,815.00

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